

Summary of Comments on Slide 1

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Author: Presenter Subject: Presentation Notes

Date: 3/31/2015 4:21:41 PM

Thank you to the Labour Council for the opportunity to share the story of the library workers today.

Libraries and library professionals are under attack today but popular resistance has been strong. I am going to tell you about our successful community fightback campaign and not only how it was successful in beating back budget cuts, but how it brought a city together, and changed the way Toronto viewed its library workers.

I titled this presentation, BELIEVE. It's a simple title and it's a simple action but everything we did hinged on this and lead to our success.



BELIEVE

Our Public Library

Engaging Patrons: Fight back on the 2012 Toronto Budget & Beyond

- Where we began (Collective bargaining September 2009)
- THE Campaign (July 2011 – January 2012)
- Collective bargaining (March 2012)
- Research Great Equalizer (November 2012)
- THE Second Campaign WOTS and the 2014 Budget (Fall 2013)
- Toronto today

This page contains no comments

Where We Began

Collective Bargaining 2009

In 2009, we organized a campaign around collective bargaining which had many of the same themes as the 2011 – 2012 campaign and we thought was pretty successful.

It certainly energized our members. Social event to launch the campaign, twinned up with OPSEU LCBO many same issues around part-time work as we did, we created the flying squad which hit libraries and shared info with the public, t-shirts, buttons and bookmarks. With that bookmark, members of the public were asked to email the chair of the library board and their city councillor.

We got a few stories in the media, (we followed the strike of summer of 2009), our bargaining was very successful in that we were able to achieve resolution on some of our part-time issues as well as achieving some job creation language.

I should also tell you that we had separated from Local 416 the outside workers of the City of Toronto in April 2009 in the biggest recession during a bargaining year. 416 had changed leadership, the library workers were seen as too powerful, and they wanted to wipe out our representation but still collect our dues which were considerable. Remember, BELIEVE.



We knew we needed to do something more this time around. So I approached Bill Reno, President of Reno Associates, and asked him to come aboard. I knew I had my man when he showed me his library certificate from 1958 from the Peterborough Public Library. He was as passionate about the library as I was.

First thing Bill asked was did we have a "Friends of the Library" group of supporters that we could use. The answer was no. So we had a pretty big task before us. We knew the public supported us but we couldn't call on one person, not one, to help us out.

THE Campaign

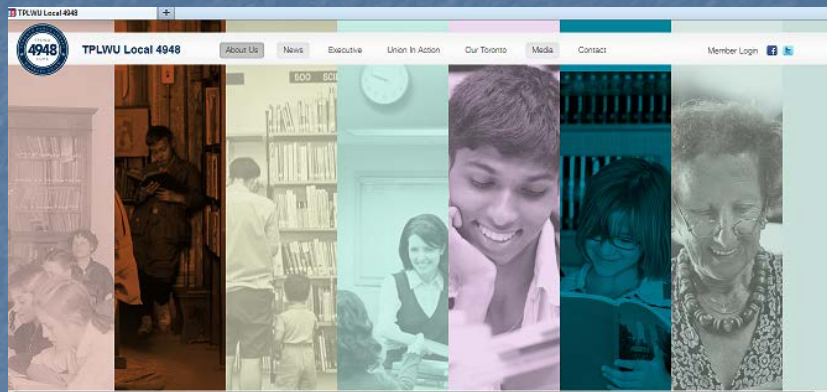
July 2011 – January 2012

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Author: Presenter Subject: Presentation Notes Date: 3/31/2015 4:21:45 PM


So we started to build our website for the local which would highlight our workers and the work that they do and the challenges they face.

Note bookmark.



Next, we commissioned a poll by Forum Research which gave us some pretty dynamite information. 75% of Torontonians used libraries. (knew this from mgmt statistics). 71% were against privatizing the library, and 50% said it would affect their vote a great deal if they knew their councillor supported closing libraries.

Forum also organized two focus groups with the public to hone our direction.



FORUM
RESEARCH INC.

Toronto Library Poll
July 4, 2011

Three quarters of Toronto residents disagree with closing local library branches as a way of cutting costs, and more than half say a councillors' decision to support such closures would affect their next municipal vote "a great deal".

- Three quarters of Toronto households have library cards (76%)
- More than half of Toronto residents visit the library at least once a month (52%), and one fifth visit once a week or more often (20%)
- Three quarters of Torontonians disagree with closing some local library branches as a way of solving the city's deficit (74%) and more than half disagree "strongly" (54%).
- When it is their own local branch, three quarters disagree with closure, but as many as two thirds disagree "strongly" (64%).
- More than one half of Toronto residents disagree with privatizing delivery of city services (55%), more than one third disagreeing "strongly" (38%).
- Almost three quarters disagree specifically with privatizing TPL (71%), more than half "strongly" (55%).
- More than one half of Toronto residents said it would affect their municipal vote "a great deal" if they knew their councillor supported closing library branches (51%), and a further one fifth said it would "somewhat" affect their vote (20%).
- When asked how staff cuts would affect their usage of the library, three-in-ten say it wouldn't affect their usage (30%), but one fifth say they "would be less satisfied with service, would use less often" (20%) and about one twentieth say either "library experience would be less enjoyable, would use less often" (6%) or "would miss value staff adds, would use less often" (5%).

This poll was conducted on Monday, July 4, using a random selection telephone Interactive Voice Response (IVR) system, and is based on a sample size of 1061 completed interviews. Results are accurate to within plus or minus 3%, 19 out of 20 times asking the identical questions.

180 Bloor Street W., Suite 1400, Toronto, ON M5S 2V9 T 416.596.6800 F 416.596.6802 forumresearch.com

And then this is where it gets interesting.

Ourpubliclibrary.to



Remember the line from that film, "Build it and they will come". Biggest lesson learned. We had created a vehicle that was easy for Torontonians to support us.



Social advocacy software. Licensed for \$13,000. Strong social media connection. Easy to tweet and FB. Key was that it generated individualized emails to councillors based on the participant's postal code. You could then personalize the message or use ours.

So it made councillors accountable to their constituents.

And then we took it one step further, it asked you if you wanted to be kept informed of the campaign. So from time to time we generated what we called an action alert on some issue that grows people's information and involvement.

So we were ready.



Dear Maureen,
 With no plan or any idea of the consequences, Mayor Ford and his allies will ask City Council next week to cut the budget of our public library so deeply that branches will have to be closed, open hours slashed, programs cut and collections reduced.

We now know that Mayor Ford wants to cut the library budget 30% more than the Library Board proposed!

Can he persuade a majority of Councillors to support this plan? We just don't know. It's too close to call.

That is why I am writing to you to ask you to send one final message to plead that your City Councillor rejects this devastating plan.

Please send your message right now. It could make all the difference.



Please tell your Councillor to reject all cuts to our public library when they start meeting on Tuesday.

Please send your Councillor a message right now

Yours sincerely,



Maureen O'Reilly

Maureen O'Reilly
 OurPublicLibrary.to

OurPublicLibrary.to is a network of people dedicated to preserving the integrity of one of the world's greatest public library systems, the Toronto Public Library and is sponsored by the Toronto Public Library Workers Union.

If you no longer wish to receive campaign updates & alerts from *OurPublicLibrary.to*, please [click here](#) to unsubscribe.
 To view our privacy policy, [click here](#).

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Campaign Video





Being prepared but also responding to opportunities.

A member phoned me and said did you hear what Doug Ford said about the library – member driving in at 6 am on the Gardiner and listening to CFRB 1010.

Of course I said no but I phoned up Bill and said Doug said something interesting, can you look into it. And this is what he said.

Lost my opportunity to send Doug a toonie for sticking his foot in his mouth time after time.

Why the library? Mike Harris failed teacher so he attacked teachers. But what connection did the Fords have to the library? None of them were users of the library. Something I was reading the other day about how the Fords presented themselves as just one of the people. So I think they thought the library was the symbol of elitism and they were going to take it down and boy were they wrong.

This thinking obviously still persists. We saw a lot more of it in the municipal election. And just recently again at the 2015 budget debate. Rob as per usual put forward 31 crazy motions. 1 and ½ passed. But 3 were about the library. The same three that he had put forward in 2014. Why does he keep doing this?



"I have more libraries in my area than I have Tim Hortons"

Doug Ford - CFRB Radio
July 14, 2011

 [Listen to the clip & get the facts](#)

The library debate

Councillor Doug Ford has taken on literary icon Margaret Atwood, who has urged her Twitter followers to join a petition against closing libraries. At City Hall Tuesday, he claimed not to know her and said he'd close one of three libraries in his ward 'in a heartbeat'

WHO IS MARGARET ATWOOD?

I don't even know her. If she walked by me, I wouldn't have a clue who she is.
DOUG FORD

WELL DOUG, THIS IS WHO SHE IS

Atwood is the author of more than 50 volumes of poetry, children's literature, fiction and non-fiction and is the recipient of numerous awards including:

Man Booker Prize	City of Toronto Book Award (twice)
Governor General's Literary Award (twice)	Canadian Bookellers Association People's Choice Libris Award
Giller Prize	National Arts Club
Companion of the Order of Canada	Medal of Honor for Literature, U.S.A.
France's Chevalier dans l'Ordre des Arts et des Lettres	Humorist of the Year

WHO USES THE LIBRARY?

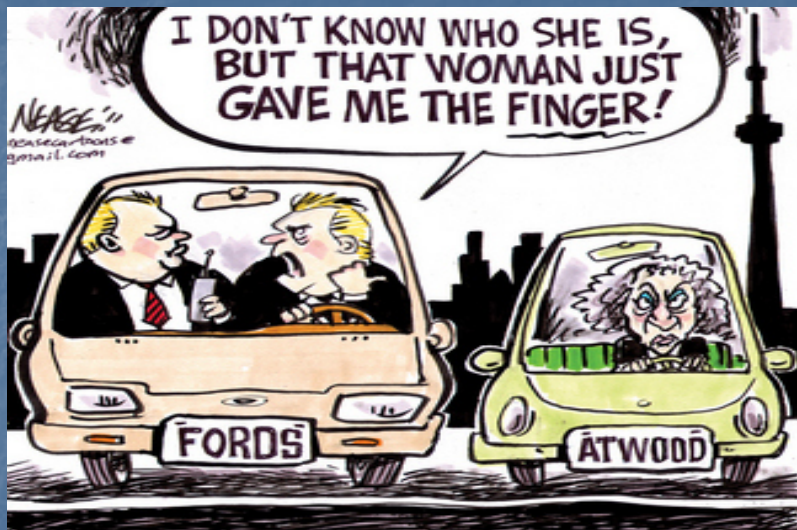
In my area at Rensselaire and Kipling, there's a library in an industrial area that is an industrial plaza and no one knows it's there... Why do we need another little library in the middle of nowhere that no one uses?
DOUG FORD

WELL DOUG, THIS IS WHO USES THE LIBRARY

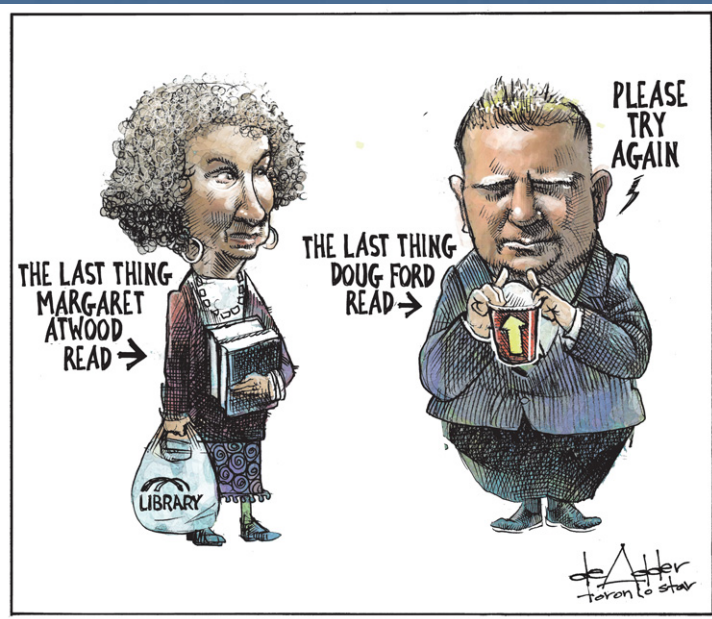
Branch patrons want their vote back

KATE ALLEN
Doug Ford had a message Tuesday morning for Margaret Atwood and her campaign to prevent service cuts to public libraries.
"I'd like to go out in the next election and get democratically elected," the Brampton councillor said, adding as an example that he "couldn't remember" the name of the "Northern Elgin library branches at Kipling Ave. and Rensselaire Blvd. area closed."
"Why do we need another little library in the middle of nowhere that no one uses?"
Kate Allen, Atwood's spokeswoman, said:
Patrons Elgin had a message for Doug Ford Tuesday night. "I gave him my vote," she said recently via email. Northern Elgin. "If he closes the library, I want back my vote."
If Ford's conservative ruled city council at City Hall, they would blood pressure among patrons of this supposedly disappearing library.
Statistics from the Toronto Public Library show that usage is rising at the branch, with 35 per cent more clients in June 2015 compared to last year.
STONEDOME continued on B7A
FORDERS KACE GPP the gave for thinking about, did he get the right? Major author, B7A

Hassan Mirza, with sister Rania, have reading at Northern Elgin in Doug Ford's ward.



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To date, we had had 61,246 emails go to city hall and the library board. For the November library board meeting, the board chair received 10,000 communications on the latest budget cuts proposal.

I am told by city councillors that our campaign has set a new bar for organizing. This is the most emails that have ever gone to city hall on an issue. The next highest was transit city at 15,000 and the next to that was the cancellation of the vehicle registration tax that generated 2,000 emails.

This was all accompanied by depositions galore including the infamous 24 hour meeting. Again, it was a love in for libraries.

61, 246
Emails

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Contest Winner Video



Lessons Learned

- Get the best team
- Make it easy for the public to participate
- Go out to the community
- A little lady luck
- \$\$\$\$
- keep it interesting (the contest)
- Research/polling

Lessons Learned:

Get the best team (passionate, committed, ability to respond to new developments immediately)

Make it easy for the public to participate, focus their participation

Give the public a role and go out to them

A little lady luck

\$\$\$


Keep it interesting (the contest) – Fords underestimated. 19 million visits. All the contest entrants told heartbreaking stories about what libraries meant to them.

Research/Polling

The other big lesson on learned through all of this is that there is not one answer to anything or one thing to do that will change everything. These are long fights and you just have to keep going, trying different things, accepting as many invitations that you can, and on and on. You don't know what is going to resonate with any one member of the public, with any one taxpayer, with any one citizen.

Some have come up to me and said, oh you guys had it easy, everyone likes libraries. Yes they do. But remember what I said in the beginning. We had no one.

We now have a list of over 50,000 active participants. We started off at zero.

Toronto Public Library Workers Union  Local 4948

cc: TPLWU MEMBERSHIP

THE VOICE OF LIBRARY WORKERS

Website: local4948.org | Twitter: @local4948 | Facebook: TPLWULocal4948

The Cho Motion:

No further cuts beyond the 5.9% to the library budget

IN SUPPORT	AGAINST	ABSENT
Chin Lee	Rob Ford	James Pasternak (COI)
Josh Collie	Mike Del Grande	Ron Moeser (ill)
Josh Matlow	Doug Ford	
Mary-Margaret McMahon	Mark Grimes	
Ana Bailao	Doug Holyday	
Raymond Cho	Norm Kelly	
Anthony Perruzza	Denzil Minnan-Wong	
C Glenn De Daermaerker	Frances Nunziata	
Shelley Carroll	Paul Ainslie*	
Sarah Doucette	Peter Milczyn	
Paula Fletcher	Vincent Crisanti	
Maria Augimeri	John Parker	
John Fillon	Giorgio Mammolitti	
Make Layton	Cesar Palacio*	
Kristyn Wong-Tam	David Shiner	
Mary Fragedakis	Michael Thompson	
Adam Vaughan	Karen Stintz	
Janet Davis	Frank DiGiorgio	
Joe Mihevc	Gary Crawford	
Pam McConnell	Michelle Berardinetti	
Gord Perks	Jaye Robinson*	
Gloria Lindsay Luby		

The motion was passed 22 to 21. The councilors in the "against" column wanted in effect an 8% cut to the library budget (as per a recommendation by the City of Toronto Executive Committee who just days before the vote moved away from the original 10% cut).

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Collective Bargaining and the Strike

January 2013 – March 2013

The two other municipal locals were already in bargaining and we needed to get to bargaining ourselves. I am not going to go into the details of that, it was all about precarious work, but I want to show you how the campaign helped us to craft a positive view of our strike.

CUPE was doing a lot of polling for us at the time. This poll was taken the week before we went out on strike on St. Patrick's Day, March 17th,

I am going to go thru these slides quickly but I want you to concentrate on the titles of the slides.

CUPE Toronto Winter 2012 Public Services/Labour Relations Survey – Wave Four (March 9-12, 2012)

REPORT: March 13, 2012

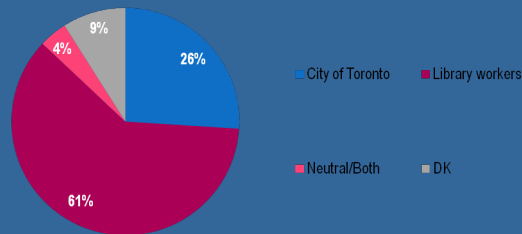
CUPE·SCFP



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The majority of Torontonians sympathize with the librarians in the current negotiations

In City/library worker negotiations, sympathize more with...



Although just over four in ten residents *generally* support the City in labour negotiations, in the dispute with librarians the City loses ground: six in ten sympathize with the library workers in this fight.

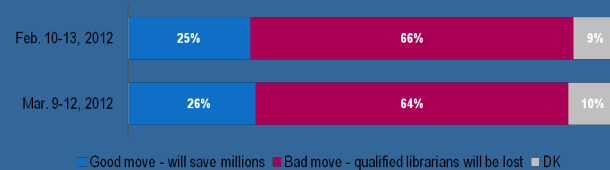
Support for the workers is the dominant view across the City and across most population subgroups, even among groups less likely to use the library's services (although there is somewhat more expressed support for the City among those groups). The only groups more likely to support the City than the librarians in this dispute are those who generally support the City (49%) and those who believe Mayor Ford is on the right track (47%). It should be noted, however, that even one-third of those who *strongly* support the way Mayor Ford is addressing the City's priorities say that they support the library workers.

Q.13 There are contentious negotiations happening right now between the City of Toronto and its library workers. Whose side are you on? Would you say that you are more sympathetic to the City or more sympathetic to the library workers?

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Torontonians continue to believe that cutting full-time librarian positions is a bad move

Replacing full-time librarians with low paid part-timers



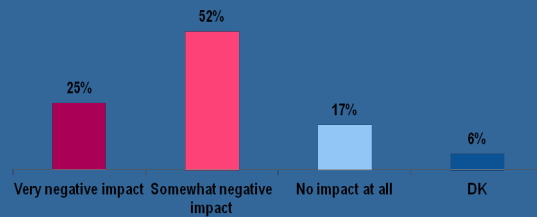
Over six in ten Toronto residents continue to believe that cutting full-time librarians is a bad move, while only one-quarter think it is a good move. Thinking it is a bad move is the dominant position across the City and across all subgroups, with the sole exception being those who strongly feel Mayor Ford is on the right track and, even here, four in ten strong Ford supporters say it is a bad move. Even half (49%) of residents who never use the library say this is a bad move.

*Q. 14) More and more, the city is moving to replace trained full time librarians who make decent wages with part timers working at much lower wages with no benefits. Would you say that... **READ AND ROTATE:** This is a good move because it will save the city millions of dollars / This is a bad move because qualified librarians with decent paying jobs will be lost*

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Three-quarters of residents believe there would be a negative impact if there were fewer full-time librarians

Impact of fewer full-time librarians and more reliance on part-time workers on quality of TPL services and programs



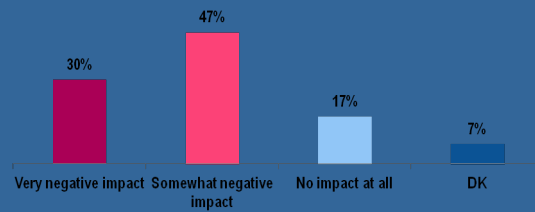
Just over three-quarters (77%) of residents say there would be at least some negative impact on the quality and variety of TPL services if there are fewer full-time librarians and more part-time workers; belief that the impact would be very negative is held by one-quarter of residents, while only about one in six think there would be no impact. That the impact would be very negative is highest among residents aged 50 and over (33%), women (31%), residents of Toronto/East York (36%), those in a public sector union (48%), and those who use the library frequently (33%) or sometimes (30%). Thinking the impact would be very negative is also higher among those who typically support the front-line workers in labour disputes, those who feel a strike would be justified if the City cut jobs and benefits, and those who believe Mayor Ford is on the wrong track. Even a majority of strong Ford supporters (58%) believe the impact of this approach would be negative.

Q.15: If there were much fewer full-time trained librarians and a greater reliance on part-time workers, what impact do you think this would have on the quality and variety of services offered at Toronto Public Libraries? Would it have a very negative impact, a somewhat negative impact or no impact at all?

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Most Torontonians believe that a further cut in library worker jobs would negatively impact services

Impact of further 10% cut in number of library workers on quality of TPL services and programs



Torontonians were told that, since amalgamation, the number of library workers has been reduced by 17 percent, and then asked what they think the impact would be on service and program quality if a further 10 percent of positions were cut, as Mayor Ford wants. Close to eight in ten believe the impact would be negative, either very (30%) or somewhat (47%). Subgroup positions on this issue mirror those of the previous question.

Q.16 Over the last 14 years since Toronto was amalgamated, the number of library workers in Toronto has been reduced by 17 percent. Mayor Ford wants further cuts in the number of library workers. If there was a further 10 percent cut in the number of library workers, what impact would it have on the quality of the services and programs offered at Toronto Public Libraries? Would it have a very negative impact, a somewhat negative impact or no impact at all?

I don't think we would have had that kind of response had we not run our campaign to show that we were the defenders of the library service. Our second campaign now focused on the workers at the library.

As I said we did go out on strike. It was a very positive experience. There was a long list of concessions that we were able to beat off. Job security was key. 11 years versus 15.



Play video. Member made. Not best quality but best spirit. We were out for 11 days.



Research Phase: Loading the Canons

Word on the Street and 2013
Budget
September 2012 – January 2013

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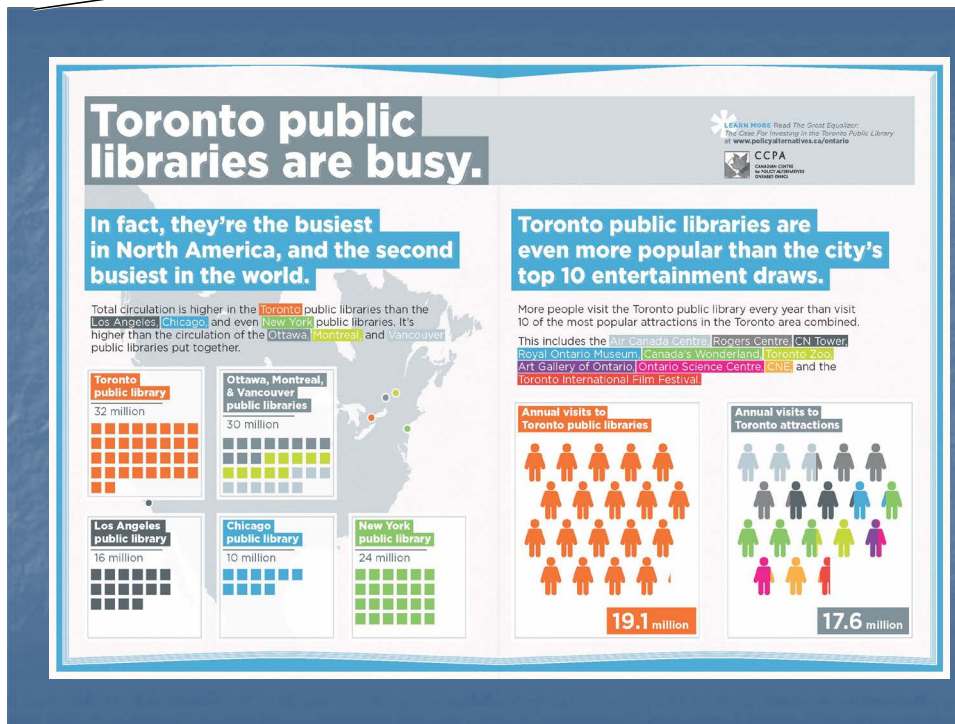
Author: Presenter Subject: Presentation Notes Date: 3/31/2015 4:22:00 PM
The Canadian Centre for Policy Alternatives issued this report on the budget for the TPL. It looks at budget over a 20 year period. Enormous cuts including 25% staff.

Title here is key. The case for reinvesting in TPL.



"When you are growing up, there are two institutional places that affect you most powerfully: the church, which belongs to God, and the public library, which belongs to you. The public library is the great equalizer."

Keith Richards



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THE SECOND Campaign

Word on the Street, Library
Budget Forum at City Hall and
the 2014 Budget
September 2013 – January 2014

Visual petition - glasses



Share some pictures of our day at Word on the Street



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All ages welcome! Get your picture taken by our "Instant Librarian" photo booth!

Family-Friendly Public Forum: **What's happening to Toronto's PUBLIC LIBRARY SYSTEM?** And what can we do about it?

**CITY HALL COUNCIL CHAMBER
100 QUEEN STREET WEST**

**THIS SUNDAY AFTERNOON
2:00PM TO 4:00PM**

**SPECIAL FORUM FEATURE
LIBRARY VIDEO PREMIERE**



Scotiabank Giller Award Winner Dr. Vincent Lam narrates a specially-commissioned animated video short by Academy Award-nominated and Emmy-winning Canadian artists James Brathwaite and Josh Raskin. The video will be shown for the first time at Sunday's Forum, along with short video interviews of several Canadian authors on the importance of the library: Margaret Atwood, Linwood Barclay, Judy Fong Bates, Robert Rotenberg, and others.

Dr. Vincent Lam
Scotiabank Giller Award Winner

Maureen O'Reilly
President of the Toronto Public Library Workers' Union. TPLWU led the successful 2011-12 fight against the Ford plan to severely cut library services.

Alejandra Bravo
CITV News Contributing political analyst

Trish Hennessy
Ontario Director, Canadian Centre for Policy Alternatives

 **RSVP: Go to OurPublicLibrary.to** 



Vote was 41 to 2 – with only Rob and Doug Ford dissenting. Much better than that first vote.

Campaign Video





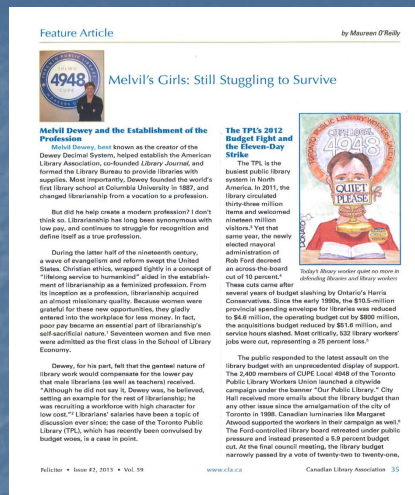
Change
the
conversation

Library Workers have an important role to play in changing the conversation. Suggested avenues for change. We must meet our opponents in their arena.

How will we know if we are successful? Share with you two slides.

We have an Important Role to Play!

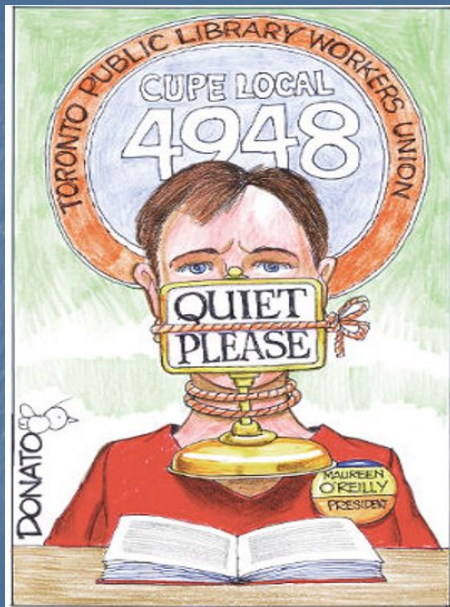
CUPE National Library Workers Committee – foremost role is to increase library workers' profile across Canada
 Ontario Library Workers Committee – foremost role is to increase the profile of library workers in the province
 CLA, OLA
 Library Technicians Association
 Progressive Librarians Guild
 iSchools
 Colleges
 Publishing
 Library Boards
 City Council
 Arts Celebrations like Word on the Street



Astonishing really. Why? We made councillors accountable to their constituents.

This was like some new concept that we had created. Hence, the cartoon in the Sun. Sue Ann Levy took to calling me “Mad Mo” because I dared to hold politicians accountable to their actions.

For example, Councillor Jaye Robinson who sits on the TPLB kept insisting to me that she is a library supporter even though she voted against the motion each and every time.





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What is next? Toronto Today

2014 Municipal Elections

Library Nation:



50 times
more people
used a Toronto
public library
last year than
voted for Rob
Ford in 2010!

www.ourpubliclibrary.to







BELIEVE

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Author: Presenter Subject: Presentation Notes

Date: 3/31/2015 4:22:15 PM

You and I have it within us to make those changes that are needed because we believe in librarians and libraries. Each and every one of you in the room can substitute your own experiences into that phrase:

Hydro worker and you believe in power being delivered equally to all of our citizens – ice storm

Child car worker and you believe in a \$15 a day service that benefits everyone in our community

You are a progressive and you believe in creating a better Canada for all of us

On a final note, remember I said we began this journey in 2009. We have gotten a lot of credit for our campaign but our work is not over. Our collective agreement expires at the end of this year and we have already begun plotting our campaign with a September launch date. So watch for us.

Thanks.

Branding is big these days. Buttons, bookmarks, eyeglass cleaners and glasses. Have fun. 3 bags to give away.

What union do we belong to? CUPE

The number of votes apart that we won the 2012 budget fight on – known as the Cho motion?

What derogatory name did Margaret Atwood have for Rob and Doug Ford? The twin Ford mayors.

